

## **MINUTES**

**BUSINESS DEVELOPMENT ADVISORY COUNCIL**  
500 S. GRAND CENTRAL PARKWAY, 4<sup>TH</sup> FLOOR  
GOLD CONFERENCE ROOM  
**October 13, 2021 9:00 A.M.**  
**VIA WEBEX**

### **Members Present:**

David Eclips, Chair, McCarran International Airport  
Ariel Davis, Vice Chair, Clark County School District  
Antonio Calva, Bank of Nevada for Darby Johnson, Spring Valley Chamber of Commerce  
Ginnie Salazar, Logistical Solutions  
Laura Jane Spina, RAFI Architecture & Design  
Heidi Batiste, Nevada State College  
TaChelle Lawson, FIG Strategy & Consulting  
William Covington, Clark County Community Service Specialist  
Faisal Suba, Alliance Mental Health Specialists

### **Alternates Present:**

Ralph McNamara, Community Service  
Christopher Tyler, Pro Group Management  
TaShika Lawson, Business Centz, LLC  
Jinnie Kim, EmpowHer Planning LLC

### **Clark County Staff**

Shani Coleman, Clark County Community & Economic Development  
April Turner, Clark County Administrative Services  
Trudy Harper, Clark County Purchasing and Contracts

### **Guests**

Monica Coburn, Nevada Business Advisors  
Zakiya Abeni Bywaters, UNLV  
Alexzandria Williams, Mission Support Test Services (MSTS).

- I. Call to Order  
David Eclips called the meeting to order at 9:01 a.m.
- II. Silent Invocation, Pledge of Allegiance  
Members introduced themselves via WebEx
- III. Introductions  
There were no introductions from the public
- IV. Public Comments\*  
None
- V. Approval of August 11, 2021 Minutes  
William Covington moved to approve the minutes; Faisal Suba seconded the motion.  
All members were in favor.
- VI. Special Assignments
  - a. Legislation – Darby Johnson  
Antonio Calva, Alternate, confirmed that there is nothing to report.
  - b. Marketing and Public Relations – William Covington  
William reported that they are currently working on the upcoming newsletter. They need Alumni success stories to highlight. William will ask the Public information Officer (PIO) to advertise the flier for the SBOP Alumni & Friends Mixer event, as well as the SBOP Newsletter. William asked members to contact him directly with any suggestions or input.
  - c. Advocacy – TaChelle Lawson  
We are currently seeing small businesses are contracting. There is a lot of initiative around corporations and government doing business with small businesses, although the contracts and processes are not written for small businesses. The SBOP program could help teach how to navigate through these contracts, ask questions about what is negotiable or not negotiable. Shani asked TaChelle what the small businesses are struggling with. TaChelle gave an example of an ‘Indemnification Clause’- without putting in a dual indemnification clause for a small business could be very expensive in terms of seeking legal counsel or could cause major damage because they do not understand the terminology like ‘Indemnification’. Or ‘Payment Terms’ – small businesses must wait to get paid for 30, 60 or 90 days. That could be very stressful on a small business that has employees or additional costs.

- d. Speaker Bureau – Ginnie Salazar

Ginnie is working on obtaining speakers from the Hotel industry. She asked Members to send any contacts they may have for Hotel Supplier Diversity. She has arranged for Jenna, to speak on Supplier Diversity and upcoming programs. There are programs available to help pay your employees for the about 6 weeks.
- VII. Small Business Opportunity Program (SBOP) Update

At the previous BDAC meeting, Shani informed Members that this would have to go out as an RFP to develop the content for the virtual program. Since that time, Shani had the fortune of meeting Eric Killian, UNR Cooperative Extension. He informed Shani that they have over 100 small business videos with a variety of topics that they produced throughout the pandemic. Shani and her team will be meeting with UNR Cooperative Extension on Monday, Oct. 18<sup>th</sup>, to discuss what information and videos they need determine what they can utilize from their library for the SBOP virtual program. Depending on the outcome of the meeting, this could slightly change the direction of the program by not having to go out for an RFP and use the information from UNR Cooperative Extension. Shani will get more details and if there is a cost involved.
- VIII. SBOP Alumni & Friends Mixer

Ariel Davis provided an update on the event. She is hoping to get the flier approved today so it can be distributed. She is currently working on the success stories. She reached out to Ginnie Salazar, Logistical Solutions. Ginnie said she would be there and available to fill that spot, if needed. She also reached out to Nevada Women's Business Center to have a 5-minute time slot to share information about their resources.

  - a. Approval of Virtual Event

LJ Spina, motioned to approve the SBOP Alumni & Friends Virtual Event. Ginnie Salazar seconded the motion. All Members were in favor.
  - b. Approval of Flier

Ginnie pointed out that the contact information was missing. 3<sup>rd</sup> Annual needs to be changed to 4<sup>th</sup> Annual. Ariel asked to ensure the registration link worked correctly. Ginnie scanned QR code and was brought to the registration page. The link is confirmed to be working properly. LJ motioned to approve the SBOP Alumni & Friends Flier with corrections. Ginnie Salazar seconded the motion. All Members were in favor.
  - c. Approval of Agenda

LJ motioned to approve the SBOP Alumni & Friends Agenda. Ginnie Salazar seconded the motion. All Members were in favor.

Bedford Jackson informed Members that the speakers for the event are sending their presentations and speaking points to Kathleen Taylor who is coordinating the event. Bedford asked Shani and Trudy if they need to review the presentations

prior to the event. Shani said it is not necessary. She doesn't anticipate Clark County or its logo to be used inappropriately. This is for BDAC and she is comfortable with moving forward and sending presentations to Kathleen.

IX. Informational Items

a. Announcements

David Eclips announced that the Committed to Our Business Community (CTOBC) event is postponed until next year.

Monica Coburn shared that the Nevada Business Advisors is hosting a Two-Part Federal Government Contracting Webinar Series starting on Oct. 20<sup>th</sup> and Oct. 27<sup>th</sup> and will be on 'Making Our Business Known and How to Market through Federal Government Agencies'. There will be guest speakers from the Army Depot Contracting Office in Northern Nevada. There is no cost involved. You can register and [www.NevadaBusinessAdvisors.com](http://www.NevadaBusinessAdvisors.com).

b. Business Outreach

Shani announced that they will be hosting a Job Fair specifically for small businesses with 100 or less employees. It will be on Nov. 6<sup>th</sup> from 9:00 a.m. to 2:00 p.m. at the Expo at the World Market Center, 435 S. Grand Central Parkway. The Job Fair will be held in conjunction with Workforce Connections that will be offering Free on the Job Training dollars. What that means for small businesses is that as they are training new employees, some of the cost of bringing on a new employee, training can be covered. In addition, there will be a \$500 signing bonus for each new employee that will be paid on behalf of the employer. This cost will be covered by Clark County, City of Las Vegas, City of Henderson or City of North Las Vegas respectively. If you are a small business and hire 5 employees, you will receive \$2,500 – (\$500 to give each employee). Cannabis businesses inside unincorporated Clark County will be eligible to participate. There is no cost to participate. There will be Vaccine and Flu Shot Clinics. If you are a small business that requires the vaccination, your potential employees will have access to get that taken care of. Shani will send everyone the flier with the pre-registration link. Small Businesses must register and participate to qualify. They must have a minimum of 5 positions available at \$15/hour or higher. (If you only have 3 positions available – still register). You will be able to participate and access the \$500 sign-on bonus.) TaChelle asked if it depended on where your business was located if that government agency would take care of the cost. Shani said everything will be funneled through Clark County and each agency would reimburse the County. The America Rescue Fund is supporting this event.

LJ asked if we could mandate vaccinations. Shani confirmed that you can. A few weeks ago, the Biden Administration put out an Executive Order mandating vaccine for businesses with 100+ employees; however, that does not mean other businesses cannot participate. The OSHA Standards have not been completed yet. Once completed, if you are a small or private business owner and you want to

mandate vaccinations, that is up to you. LJ asked if that would keep employees from taking the business owner to court. Shani responded that anybody could take you to court for anything. What we are seeing is that they are valid. A lot of Public Agencies are getting sued. Based on the first level of Judicial answers to those lawsuits, they have been held as valid. As a private citizen, there are questions about providing religious or medical exemptions. As a private entity, you are not bound by the constitution requirements of freedom of religion and such. That is a business decision you would have to make.

c. Identify emerging issues to be addressed at a future meeting

TaShika Lawson asked if discussions are being had with the Governor's Office about their initiatives to diversify our industry from the perspective of business. They are working with the various business development organizations to keep businesses up to date. Shani said she has been in contact with the Governor's Office. Two weeks ago, there was an Economic Development Round Table with the State Treasure and the Governor's Office of Economic Development, and they participated in that conversation about diversifying our economy. A lot of the jurisdictions were present, as well as the Higher Education Agencies.

TaShika spoke about entrepreneurs not registering as businesses, although doing a lot of side business. Are we working on any mechanisms to capture them and converting them to legal and good-standing businesses? Shani said some of the initiatives coming from the County's Economic Development Office and what they are working on doing with the ARPA money. One of the requirements to take advantage of some of those things, like technical assistance, resources, or grants, is they have a valid Clark County Business License. Shani is hoping that through those initiatives they can teach businesses how to do accounting, marketing and technical assistance. When these entrepreneurs get to a certain point and want to begin hiring, the County is requiring an active Clark County Business License and the other government jurisdictions are doing the same. TaShika asked about those entrepreneurs that don't plan on getting a business license like online businesses with the younger generation, and how to convince them that it is better and smarter to become a business with Clark County or any of the other jurisdictions and operate from that standpoint, because there is a lot of money that is an untapped resource and we probably don't really know what commerce is coming from that demographic. Shani is not aware of an active tracking program and it would be very difficult to find out who is not properly licensed. They were able to catch some of it during the grant process from individuals contacting them looking for funds and resources and did not have a license and they were able to give them guidance. Currently, we do not have an effective or manageable way to track businesses that do not have a physical location or doing business without a business license. For instance, you have a technical business working out of their home, there are some exceptions with State Law, but with most businesses, including online businesses, would require some type of license. Shani is open to having a discussion and asked to share any

ideas they may have on ways to track to share with the County's Business License Department so they could do some outreach.

Ralph McNamara asked how much interaction we have had with local Chambers of Commerce in partnering with them on certain initiatives and action items. Shani said has has been working with local Chambers regularly. She mostly works with the Asian Chamber, Latin Chamber, Vegas Chamber, Laughlin Chamber and Urban Chamber. She also works with the Hispanic Business Group on occasion. They are working on putting programs together and gathering information. There is a Henderson Chamber of Commerce that communicates with Shani. Ralph said he works mostly with the Asian Chamber. He feels that small businesses would benefit from the information and resources that the Chambers have available. TaShika agrees with Ralph when it comes to working with the Chambers. Over the last year, there was a Black Business Chamber that basically opened and closed within the same year. She said it would be smart to start operating from the perspective of other Chambers that may need some support from organizations that will be able to collaborate with the County Board. Shani said that is a discussion for the County Board and suggested getting on an agenda if you want to do something beyond what the Department is already doing. BDAC may want to be more involved with the local Chambers.

Bedford Jackson provided the Council with a contact for the Governor's Office, Yvana Cancela, Chief of Staff. She made herself available at the Small Business Round Table and spoke about small business development in Nevada. She can be reached at (702) 524-8384.

- X. Public Comments  
None
- XI. Next meeting date: December 8, 2021
- XII. Adjournment was at 9:53 a.m.